



Sponsorship Opportunities

Partnership Offerings—pick a combo that works for you:

- Ad in the 52-page, full color, official 2019 Frozen Dead Guy Days Festival Guide (~15,000 copies printed and distributed throughout Colorado year-round in addition to online digital guide)
($\frac{1}{8}$ pg=\$250, $\frac{1}{4}$ pg=\$450, $\frac{1}{2}$ pg=\$600, Full page=\$1,200)
- 6 x 6 booth inside one of the three tents—**\$600** (power provided; price increase with size of activation)
- Outdoor Activation on main festival grounds directly outside of music tents, next to coffin races, polar plunge, food and beer vendors—**\$1,500** (10 x 10 space; power provided; price increases with size of activation)
- Logo on 5,000 commemorative pint glasses that sell out every year as well as all promotional/marketing materials & 500 Crew and volunteer shirts—**\$2,000**
(limited to 4 sponsors; with purchase of activation site or full page ad)
- Placement of banners in tents and in high traffic areas during festival—**\$100 per banner**
(with purchase of activation or half page ad; sponsor provides banner)
- Title Logo Placement on all www.frozendeadguydays.org website pages that will remain up for one year (100k hits per week prior to the festival and average 8k unique site visits per month year-round) and FDGD Facebook (17k organic likes) and Instagram posts promoting sponsor—**\$1,500**
(with purchase of activation site or full page ad)
- FDGD VIP Passes, each including: (2) Blue Ball Tickets (Friday night's event at ReAnimate Tent), (1) Parking Pass, (1) Swag Bag, (1) Bottomless Commemorative Cup, (1) All-Access Laminate, Private Potty, VIP Bus with Snack Lounge—**normally \$175 each offered to sponsors for \$125 each**
- **Sponsor recognition at all announced events for all \$1,000 and above sponsors**
- **All \$600 and above sponsors will have their logo with hyperlink on the FDGD 2019 Sponsorship page online for one year as well as in the Festival Guide**

Additional Sponsor Impressions/Festival Stats:

- 80% of attendance are twenty-one years of age or older
- FDGD's marketplace is a diverse range of Baby Boomers, Gen Xers, and Millennials
- Over 70% of attendees are currently active in one or more social media outlets
- Conservative expectations for attendance in 2019 is 25,000

2019 Festival Dates & Hours:

Friday, March 8th: 4 pm – 1 am (REANIMATE TENT ONLY)
 Saturday, March 9th: 11 am – 1 am (ALL THREE SUPER TENTS)
 Sunday, March 10th: 12 – 9 pm (ALL THREE SUPER TENTS)

www.frozendeadguydays.org

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